



Mediakit
2024



ABOUT



FRAÜLEIN is a magazine that ignites a dialogue and continues conversations for the cultured.

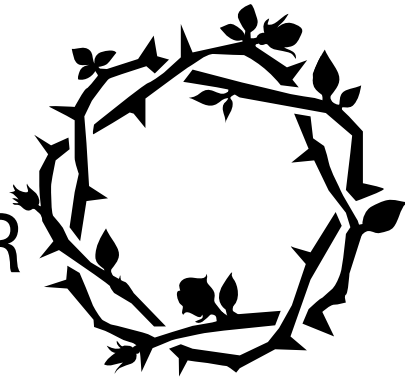
The aim of FRAÜLEIN magazine is to represent a wide variety of people and opinions who value the idea of knowledge and the arts through visually appealing images and words, placing females at the forefront of these conversations. FRAÜLEIN takes time for well-researched stories and playful design. FRAÜLEIN does not only mirror the present, it chooses to live in it. The goal is taking a stand, and creating a strong vision that is built on our everyday lives which interweave culture, fashion, politics, and more. FRAÜLEIN is one of the leading pop culture magazines. The aim is to push boundaries of conversation, and to implement this dialogue into everyday conversations— not simply through our curated imagery, but through our topics of conversation including art, culture, fashion, voice, and the industry of beauty.

FRAÜLEIN covers a wide range of emotions for the intelligent, cultured, curious, and stylish woman. The FRAÜLEIN reader has an eye for detail and she knows this is how true style is detected- by honing in on one's own. These are the women who know what they want and are not too bashful to vocalise their feelings; women who dare to be authentic, emotional, and question authority. FRAÜLEIN magazine is about creating a new normal and starting a dialogue for engaging in topics that may at first come across as taboo. It is a love letter and a space for all international, forward-thinking women, and for a generation that vows never to be basic or boring.

“I feel feminine when I feel feminine.
I feel masculine when I feel masculine.
I am a role switcher.” GRACE JONES

Fräulein

COVER



“Do what feels good for you.”

Stella Rose
GAHAN



TARGET GROUP



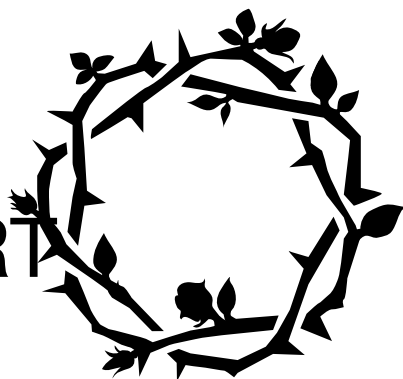
Often submerged in cultural topics, the FRAÜLEIN reader has a penchant for popular cultural news that meets the art world. The FRAÜLEIN reader seeks new avenues to get their daily digestible news, whether it be a different angle on a dominating opinion, or a Topic that is not in today's mainstream reports. The reader embodies fresh radical ideas and approaches challenging minds.

As a magazine, FRAÜLEIN is of a female perspective of the world, however this does not discriminate anybody from being a reader. The FRAÜLEIN reader seeks quality content and does not uphold the traditional and rails against outdated conventional stereotypes. FRAÜLEIN magazine is about creating a new normal, and starting a dialogue for engaging topics. It is a love letter to pop, and a space for all forward-thinking generations around the world.

“To free us from the expectations of others, to give us back to ourselves there lies the great, singular power of self-respect.”

JOAN DIDION

ADVERT



DEADLINES

ISSUE No. 37

Publishing Date: May/June 2024
Orders special placements 22.03.2024
Orders regular placements 29.03.2024
Material 05.04.2024

ISSUE No. 38

Publishing Date: October/November 2024
Orders special placements 06.09.2024
Orders regular placements 13.09.2024
Material 20.09.2024

CANCELLATION DATE

six weeks prior to printing

SPECIFICATIONS

AD-SPECS:

2 page: 420 x 280 mm + 3 mm bleed
1 page: 210 x 280 mm + 3 mm bleed

PRINTER-PROFILES:

ISOcoated_v2_300_eci

SEND PRINTING FILE TO:

anzeigen@off-ones-rocker.eu

DISTRIBUTED CIRCULATION PRINT & DIGITAL

60.000 copies

PRICES

RATES:

2/1	40.000 Euro
1/1	20.000 Euro

SPECIAL PLACEMENTS:

Opening Spread	60.000 Euro
Back Cover	50.000 Euro

Placement surcharge before	
5th double spread	52.000 Euro
Placement surcharge before	
page 35 for 1/1 page	26.000 Euro

BANK ACCOUNT

OFF ONE'S ROCKER PUBLISHING LTD.
Berliner Sparkasse
IBAN DE33 1005 0000 6604 0889 69
BIC BELADEBEXXX

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